

# Great News:

## Free-Form Ultra Progressives Are Here!

Many of your clients' employees wear progressive lenses, which are no-line bifocals that provide multiple prescriptions for a variety of near, intermediate and distance vision needs. If they're traditional progressives, those employees probably have to point their nose or chin in a certain direction in order to focus on an object.

A new breakthrough in progressive lens technology makes those annoying adjustments far less necessary. The result is greater visual

comfort, whether reading a menu, watching outdoor sports or sitting at a computer. Davis Vision's free-form Ultra Progressive lenses are here!

Free-form progressive technology delivers lenses that are optimized for greater visual acuity than previous progressive lens designs. In a recent University of California-Berkeley study, a significant majority of progressive lens wearers preferred free-form lenses over the traditional non-free-form progressives tested. (*Optometry & Vision Science*, February 2011, Volume 88, Issue 2, pp. 234-243.) They reported higher overall satisfaction, faster adaptation, greater visual acuity and wider near vision.

sent to the free-form generators that produce the lens using a diamond cutting tool.

The progressive prescription is placed on the back surface of the lens, bringing the progressive prescription closer to the eye. This helps widen the visual field at all distances and eliminates the distortion found in conventional progressive lenses. The latest-generation lenses are 25% flatter than the thinnest free-form progressive lenses on the market.

The result is a lightweight, attractive lens that gives wider, clearer fields of view in all areas of the lens. Astigmatism is virtually eliminated,

The result is greater visual comfort, whether reading a menu, watching outdoor sports or sitting at a computer.

Seiko Optical Products of America, an industry leader in optical technologies, has equipped Davis Vision's laboratories with sophisticated free-form production software that enables the manufacture of these highly accurate, cutting-edge progressive lenses.

Free-form lens production begins with a very sophisticated software program that creates a precise three-dimensional "map" of the prescription. Corresponding mathematical data is

and with it the "swim and sway" distortion that non-free-form progressives are subject to, and to which many wearers cannot adapt. Wearers experience stable, smooth vision throughout.

With free-form Ultra Progressive lenses, your client's employees will feel as though they're wearing single-vision lenses, with natural, comfortable vision near, far and in between!

